

ACTION PLAN

Submitted by agency?	Yes
Timeline assigned?	Yes
Responsibility assigned?	Yes

Tourism Department

The Tourism Department met or exceeded targets for one performance measure in the Marketing and Promotion Program and the Program Support Program. However, for the first time in the fiscal year, the department did not reach the target for the *New Mexico Magazine*'s advertising revenue. The tourism industry in New Mexico continues to be strong when compared with other industries, and the agency is continuing to focus efforts on local advertising initiatives.

Marketing and Promotion

For the third quarter of FY19, jobs continued to rise in the leisure and hospitality sector. When comparing March 2019 to March 2018, this sector saw an increase of 3.8 percent. The highest gains came in January, with a nearly 4.5 percent increase year over year. Referrals from partner sites declined in the third quarter, in part due to an ongoing restructuring of the website which has led to some partner sites being temporarily rerouted. In the third quarter, the marketing division debuted the spring/summer advertising campaign in the major out-of-state markets, also known as fly markets, to entice potential visitors to come to New Mexico.

Budget: \$10,539.2 **FTE:** 24

Measure	FY17 Actual	FY18 Actual	FY19 Target	Q1	Q2	Q3	Rating
Change in New Mexico leisure and hospitality employment	NEW	3%	3%	5.9%	7.9%	3.8%	G
Dollar amount spent per visit per day	\$80	\$78	\$80	Annual			Y
New Mexico's domestic overnight visitor market share	1.1%	1.1%	1.1%	Annual			Y
Referrals from newmexico.org to partner websites	NEW	188,921	160,000	32,489	46,875	23,013	Y

Program Rating

Y

New Mexico Magazine

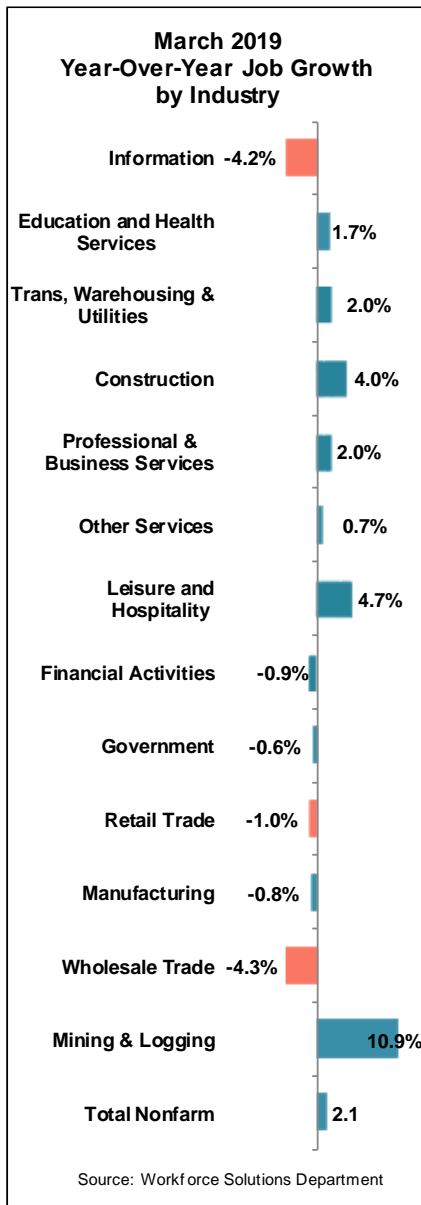
The *New Mexico Magazine* saw a decline in advertising revenue in the third quarter, in part due to the need for two additional salespeople. However, the performance measure is still on track to meet the average target for FY19. The *New Mexico Magazine* has a paid circulation of approximately 70 thousand customers. The magazine's digital engagement reaches more than 200 thousand visitors per month across various platforms.

Budget: \$3,179.3 **FTE:** 14

Measure	FY17 Actual	FY18 Actual	FY19 Target	Q1	Q2	Q3	Rating
Advertising revenue per issue, in thousands	\$69	\$81	\$73	\$79	\$75	\$60	G

Program Rating

G



Program Support and Tourism Development Program

Approximately 78 percent of the department's \$18 million operating budget was appropriated for advertising and marketing. The Tourism Development Program provides tourism support for communities, regions, and other entities around the state by providing training, litter prevention, cultural heritage outreach, and financial support in the form of competitive grants. The agency only provides annual data for the number of communities that have been assisted in the co-op marketing grant program, causing a yellow rating for the third quarter.

Program Support

Budget: \$1,074.1 FTE: 11							
Measure	FY17 Actual	FY18 Actual	FY19 Target	Q1	Q2	Q3	Rating
Operating budget spent on advertising	78%	78%	72%	78%	78%	78%	G
Program Rating							G

Tourism Development

Budget: \$2,262.6 FTE: 5							
Measure	FY17 Actual	FY18 Actual	FY19 Target	Q1	Q2	Q3	Rating
Combined advertising spending of communities and entities using the Tourism Department's current approved brand, in thousands	\$2,000	\$1,464	\$2,200	Annual			Y
Program Rating							Y